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November/December 1994

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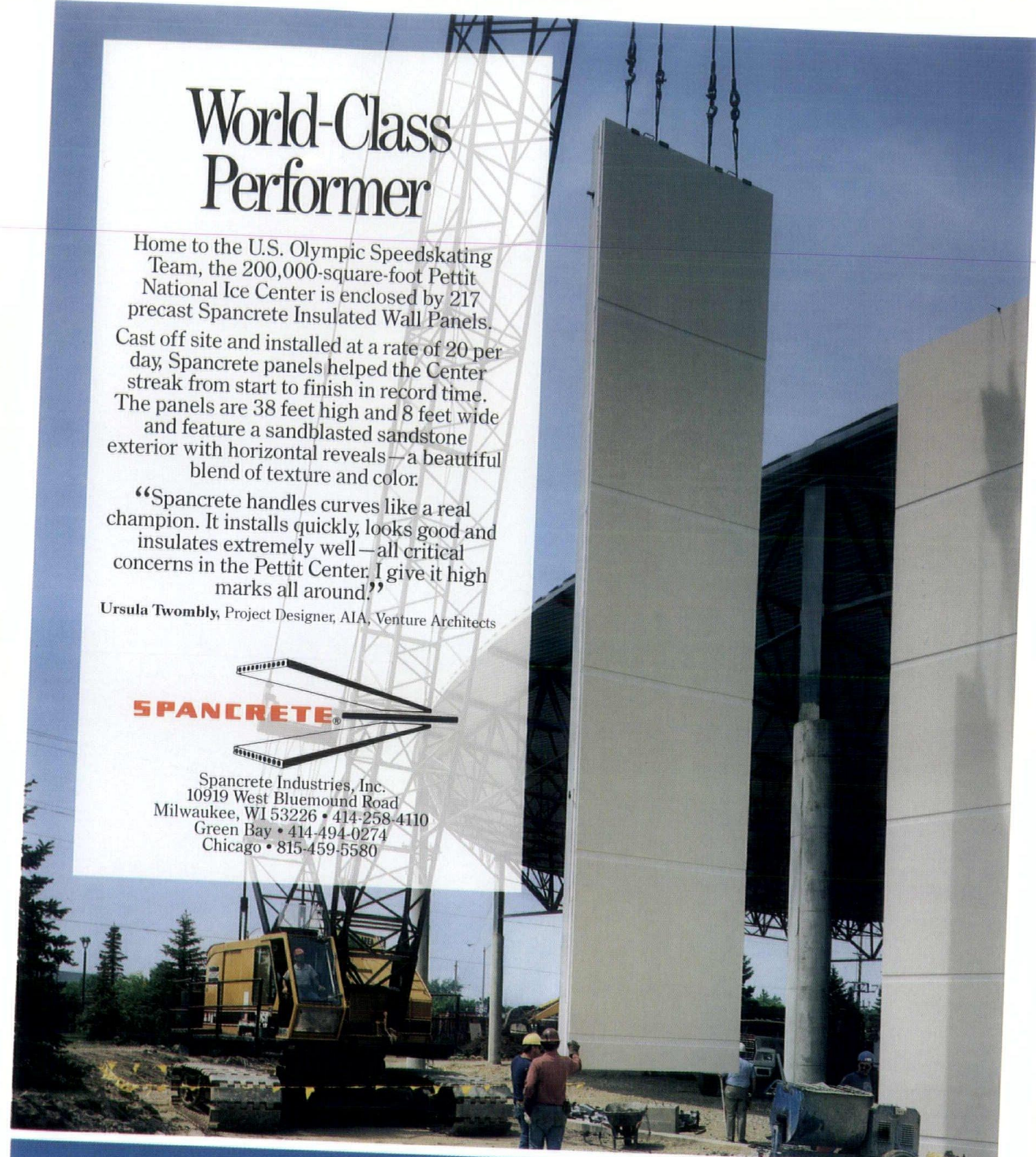
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W I S C O N S I N

Architect

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Restoration Architect: Schuett Design Associates, Architects III, Inc.
Photographer: Larry Schneider
See story on page 6.

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In recent years, the November/December issue has focused on projects dealing with older buildings. These *preservation* projects have ranged from the renovation of the State Capitol to a sympathetic addition for a turn-of-the-century residence.

The continued growth of this focused edition reflects preservation's greater

***Wisconsin architects are
catalysts of change.***

role in Wisconsin architectural practice and the diverse nature of preservation work itself. Today,

preservation encompasses renovation, adaptive reuse and historic structure reports to the civic planning, resource conservation and management and even rebuilding of the suburbs.

Certainly there will always be a need for new buildings and new technology, but as you read this issue of *Wisconsin Architect*, consider the probable Wisconsin of the not too distant future. It may be a time when preservation projects are balanced with new construction volume, the monuments of urban sprawl have been severely limited and a tradition of civic planning is again embraced. You may find a diverse landscape where quality spaces and individuality of each town and place have new meaning.

I think it will be an era in which Wisconsin architects are catalysts of change and have a new stereotype as not only builders but also as caretakers of the environment.

Charles J. Quagliana, AIA

A Detailed Look at Detail Restoration

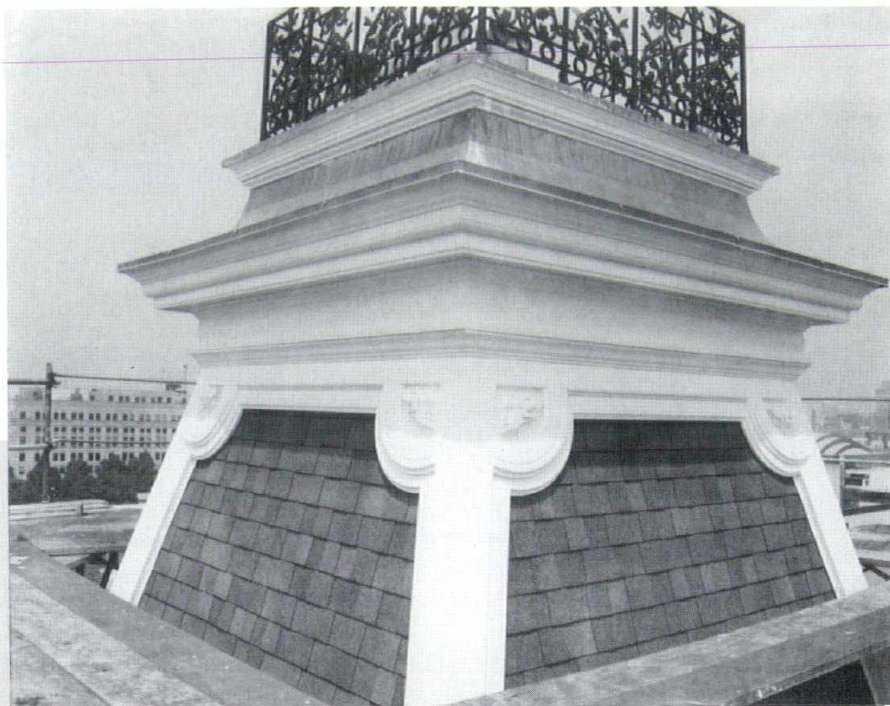
Only by way of photography can we scrutinize what has actually been done in the preservation and restoration of fine old buildings and historic landmarks. We are not only preserving a building, but also the work of architects and builders of a bygone day, extending the life of their accomplishments.

So it is with this Milwaukee landmark, the tower and exterior details of the Wisconsin Club. Exterior restoration is being done by Schuett Design Associates, Architects III, Inc., working with general contractor Dahlman Construction.

Occupying an entire city block in downtown Milwaukee, this historic landmark was built as the residence of Alexander Mitchell in 1848. Today, the Wisconsin Club has maintained portions of the mansion nearly 150 years old.

Although the brick veneer was in good condition, many of the wood pediments, lintels, cornices and decorative carvings were deteriorated from previous rotting and sandblasting. The heaviest deterioration was found in the tower, which, from photographs, appeared to be intact since 1877. It was the intention throughout the project to maintain the original Victorian eclecticism that noted Milwaukee architect Edward Townsend Mix had designed.

Photography: Larry Schneider

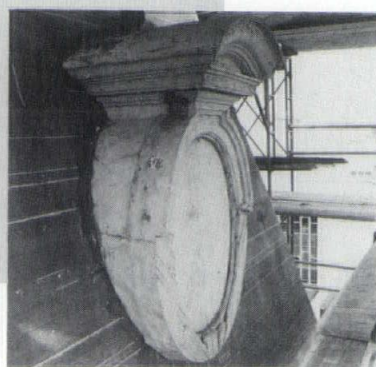




For nearly 30 years, Edward Townsend Mix was one of Milwaukee's prominent architects. He, James Douglas and Henry C. Koch helped shape Milwaukee's architectural landscape. All buildings designed by Mix display a rich vocabulary of detail in the various styles of European influence characteristic of Milwaukee's historic buildings.



Along with the Wisconsin Club's major additions and tower, other important buildings include the Mitchell Block, another commission from the Milwaukee businessman which stands five stories tall in nearly perfect "Mansard" style, the first State Normal Teachers' School, the second courthouse (no longer standing), the National Disabled Soldiers Home, now serving as the U.S. Veterans' Center, and the Matthew Keenen House. His work influenced others in the design of buildings for the rapidly expanding city at the turn of the century.



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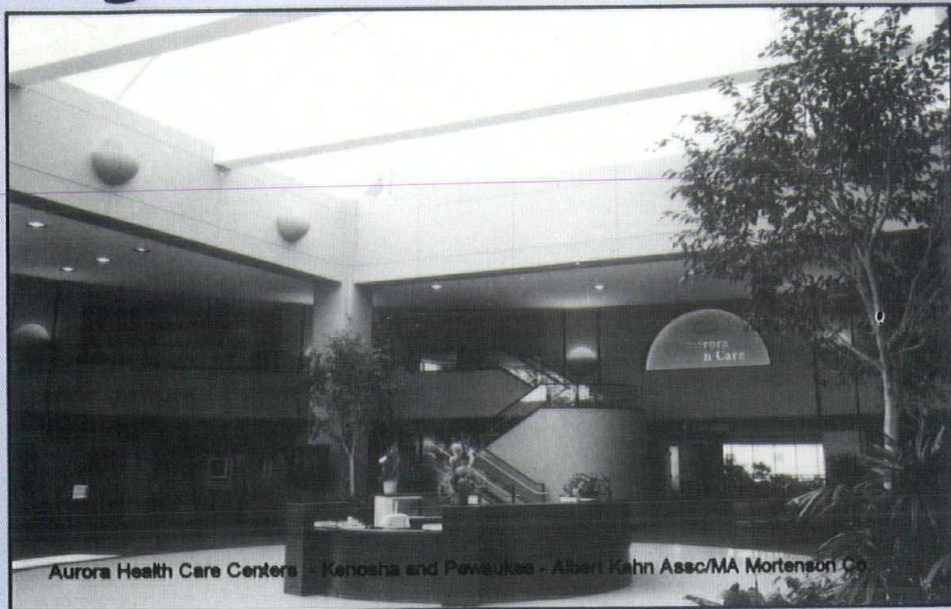
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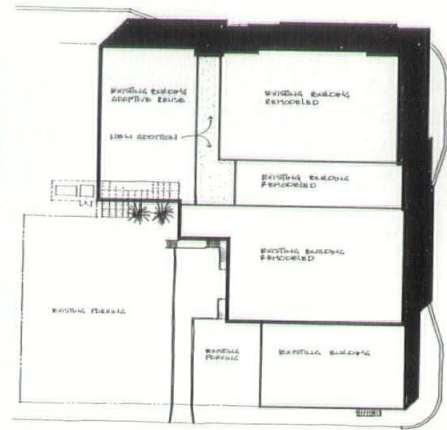
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The original bank and its neighbor next door were constructed in 1927 and 1929, respectively. The Roman Corinthian style buildings were designed by Offinger, Foster and Bookwalter Architects, a prestigious New York firm considered to be the finest bank architects of that time. The buildings share many similar materials and architectural details.

Changes in banking technology made expansion necessary. Plans were made to renovate the building next door, constructing a narrow connector to join the two buildings. Much time was spent researching the availability of original materials to integrate them into the new design. An effort was made to suggest the "spirit" of the main bank throughout the second building without overshadowing the original elegance. Wherever possible, existing materials were salvaged.

During construction it was a challenge to prevent damage to priceless workmanship seen in high coffered ceilings, stone and marble walls and floors of the bank lobby. Original ornate light fixtures were restored; and worn floor sections were replaced. Throughout construction, normal banking operations continued.

Photography: Dennis Staffue

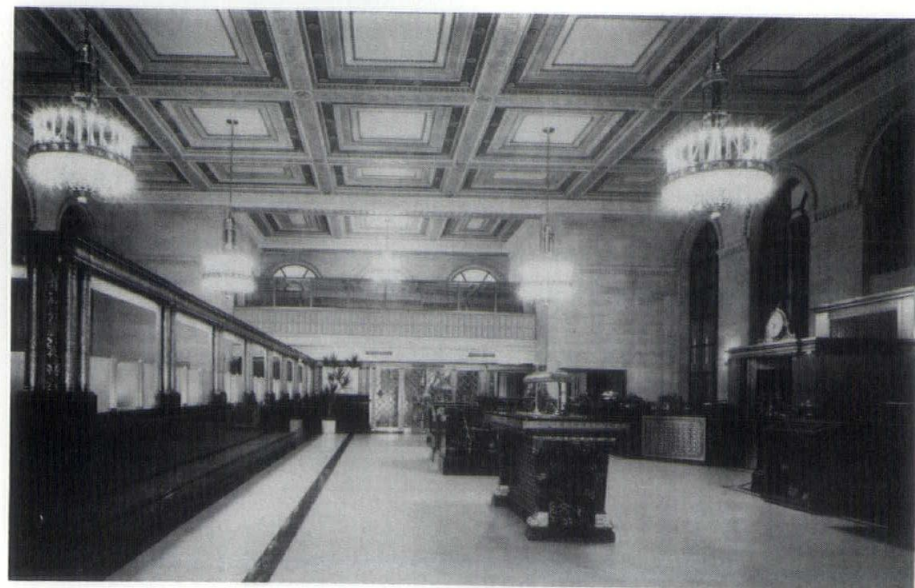
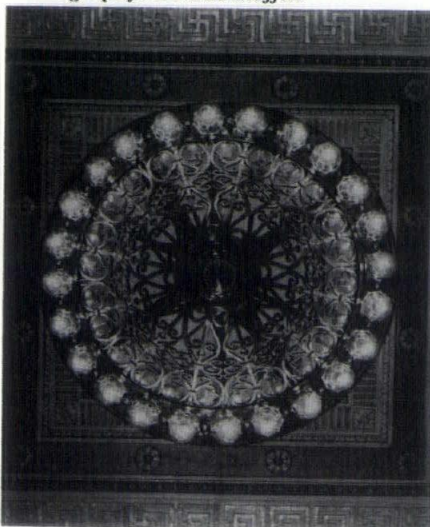


Above: Bank operations were expanded into this renovated building next door. A connector, clad in limestone and granite from the same quarry that produced the original materials, joins the two buildings.

Left: This door exemplifies the ornate brass work found throughout the main bank.

Below: The lobby of the main bank was restored to its original splendor. Walls, floors and ceilings were cleaned and repaired, previous modifications were removed or improved, customer service stations were added and office areas remodeled.

Far left: Ornate antique light fixtures from the bank lobby were repaired and restored.

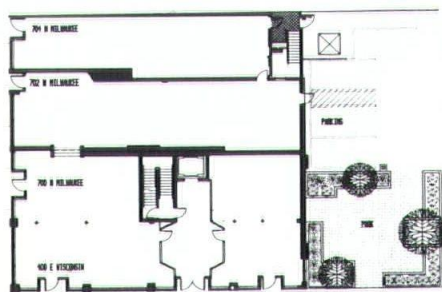


<i>Project</i>	Curry-Pierce Building Renovation
<i>Location</i>	Milwaukee, Wisconsin
<i>Architect</i>	MSI General Corporation
<i>General Contractor</i>	MSI General Corporation

The Curry-Pierce Building is actually three separate buildings on a prominent site within the East Side Commercial Historic District. It represents true teamwork between the City of Milwaukee, historical societies, the developer and all participating contractors. Hopefully, it will act as a catalyst for future preservation in the area.

In 1866, construction first began on this site, followed by many changes and remodelings. The most prominent of these was an additional floor and mansard roof added early in the 1900s. After 1990, the building sat empty for a time and began to deteriorate rapidly.

The combination of the three buildings into workable office suites was the desire of the owner. It was also requested that the architect and builders work with Milwaukee's Disadvantaged Business Enterprise program and that historic appearance inside and out be maintained as much as possible. Much interior structure was removed to allow for greater flexibility in design. Most of the exterior design is original.



Photography: Tom Kehoss

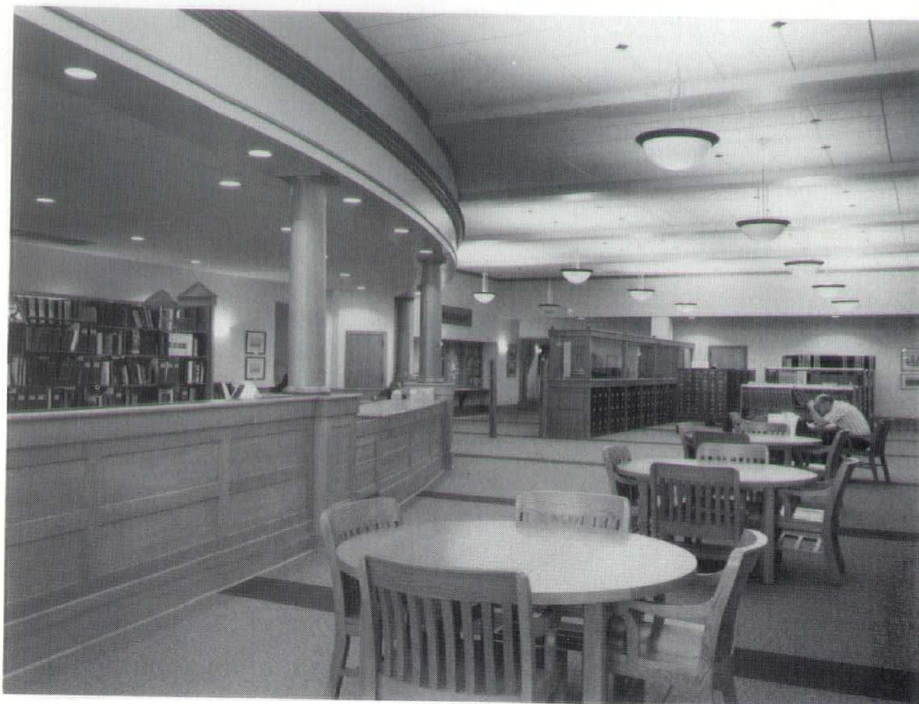
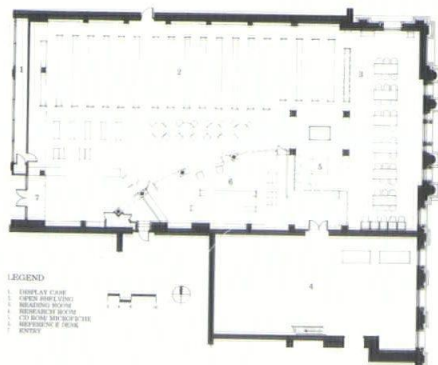
<i>Project</i>	Renovation of Humanities Library
<i>Location</i>	Milwaukee, Wisconsin
<i>Architect</i>	Uihlein Architects, Inc.
<i>General Contractor</i>	ASI General, Inc.

The Humanities Collection, a component of the Milwaukee Public Library system, is housed in the landmark Central Library building. It contains material relating to genealogy, manuscripts, maritime and railroad history and is somewhat of a scholar's library. Much of the material is oversized or unbound and requires staff help for the user.

In 1957, this large room underwent a remodeling. As time passed, deterioration of some materials required use of new technologies in storage as well as an updated means of display and access.

Results of the new design include minimizing the staff, creative use of circulation, display and study space and better security for valuable materials. Reference desk has sight lines to all parts of the room; and one can easily restrict the research area. Reading space is near windows; and the ceiling here was raised to expose arched top lights and add architectural interest. Additional security is provided by electronic checkpoints and by special display cases, which provide a barrier to unsupervised exit and theft.

Photography: Eric Oxendorf



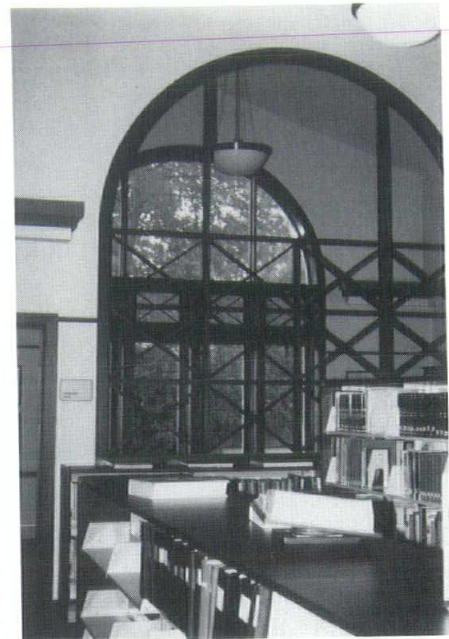


With a limited budget, this library had to be designed to include space for city functions such as City Hall meetings and possible municipal/court sessions. It was an unusual assignment and did affect parking spaces in site planning as well as entrances to the building. The large lobby provides entrances and multiple exiting and addresses the problem of circulation and security, while maintaining suitable entrance space for library users.

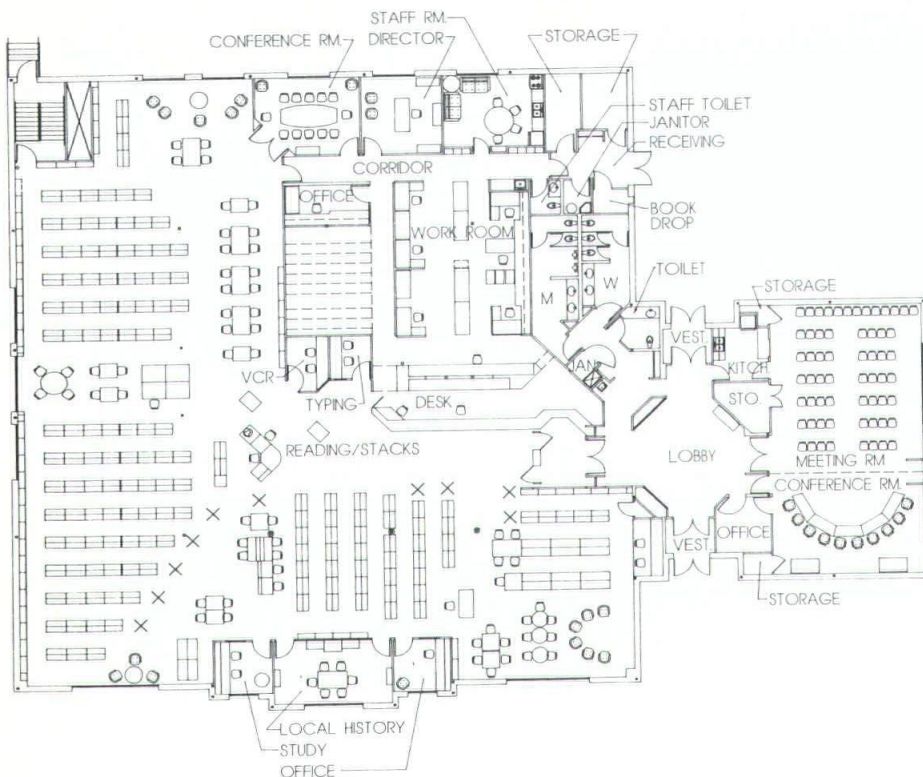
The site contains mature oaks and other hardwoods. It is a corner lot in a residential neighborhood with specified setback requirements.

Parking is provided for 45 cars on the highest point of the property because that area required removal of the fewest trees. The drainage problem is addressed around the building by such details as bridged walks leading to both entrances.

Inside, varied ceiling heights dramatize special use areas and help control sound. Ceiling coffers trap and provide reverberation space for sound such as over the children's area, which was required to be integrated into the adult usage area. Across the lobby from library related spaces and offices are the rooms required for city functions.



Photography: Dale Hall

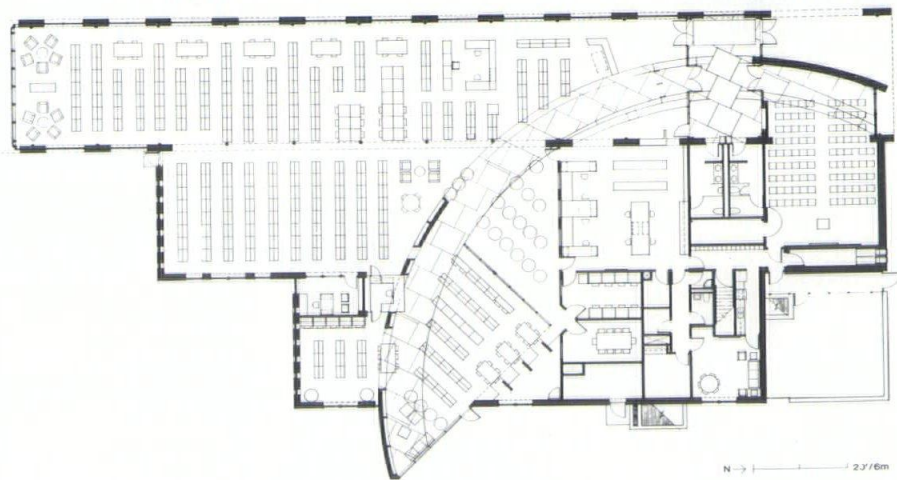
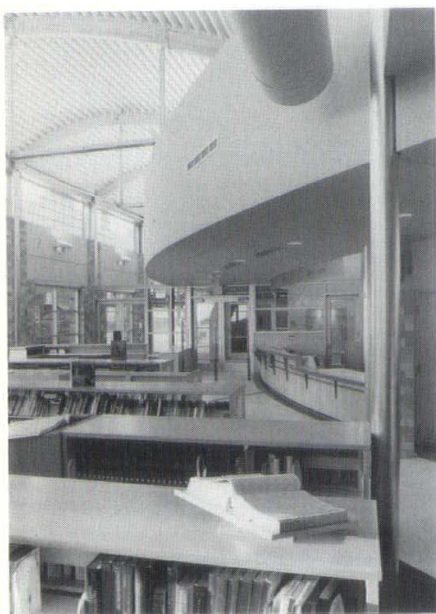
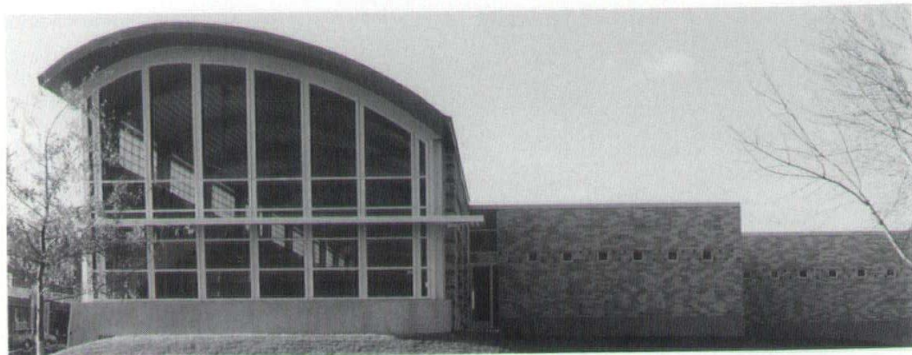


<i>Project</i>	Bay View Library
<i>Location</i>	Milwaukee, Wisconsin
<i>Architect</i>	Engberg Anderson, Inc.
<i>General Contractor</i>	Guenther-Wagner-Johnson

The triangular site has a commercial thoroughfare on one side and a quiet residential street on the other. Site preparation included demolition of existing structures and removal of contaminated soils. Significant design opportunities were presented by a grade change, north to south, of more than twelve feet.

A story-and-a-half galleria extends visually the length of the building through the public greens development at either end, with large storefront windows facing the commercial street. On the residential side, the building form is lower in height. Walls are buff colored brick with terra cotta accents, limestone panels and copper details, reflecting nearby commercial buildings.

Translucent clerestory windows in the high galleria provide light to the darkest corner of the space below. To counter the lofty galleria, a large arc is inserted near the entry and extends to the children's browsing area, adding drama and directing the traffic flow. Special provision was made to enhance this public project with its rich neighborhood history by adding several works of exterior sculpture and a mosaic floor.



Photography: Morley Johnson & Joy Peot-Shields, ALA



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<i>Project</i>	Irvin L. Young Auditorium
<i>Location</i>	Whitewater, Wisconsin
<i>Architect</i>	William Wenzler and Associates Architects, Inc.
<i>General Contractor</i>	Miron Construction Company

The primary purpose of this project is to provide the campus and community with a 1,350 seat multi-purpose auditorium and related support areas to facilitate this mission.

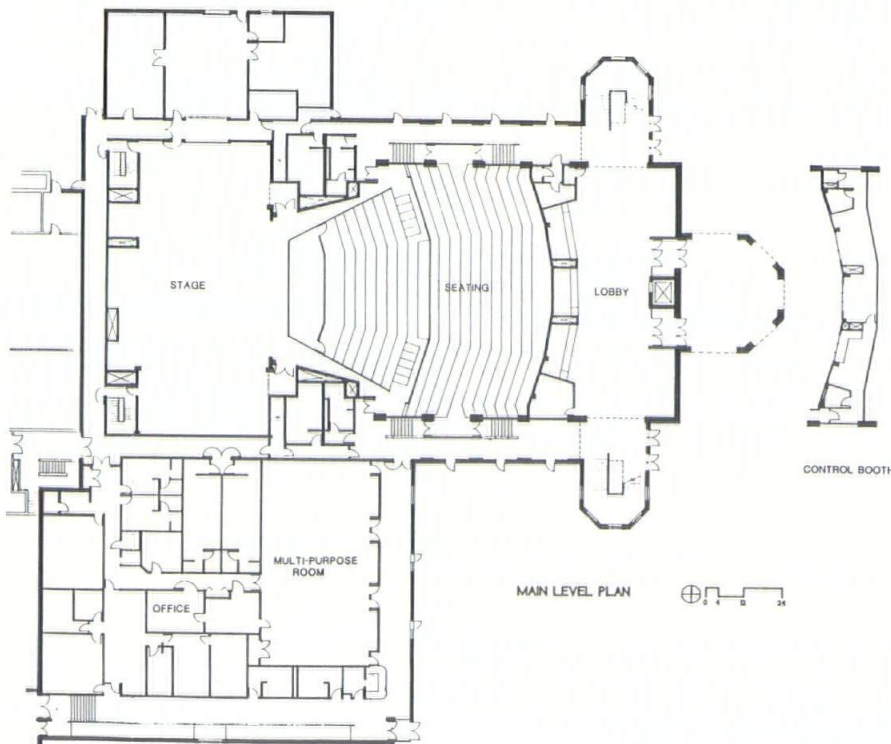
The new auditorium connects to the existing Center of the Arts at its stage (west) end and is situated at its lobby (east) end over the former Case Street, which has been closed to



vehicular traffic. It now serves as a pedestrian mall providing a through-way from the campus to Main Street and the community.

Its contemporary form and detail, as expressed by the unfolding spatial drama, were shaped by the acoustical and functional requirements of the spaces and by a sense of continuity with the past campus life and its architecture.

Photography: Eric Oxendorf



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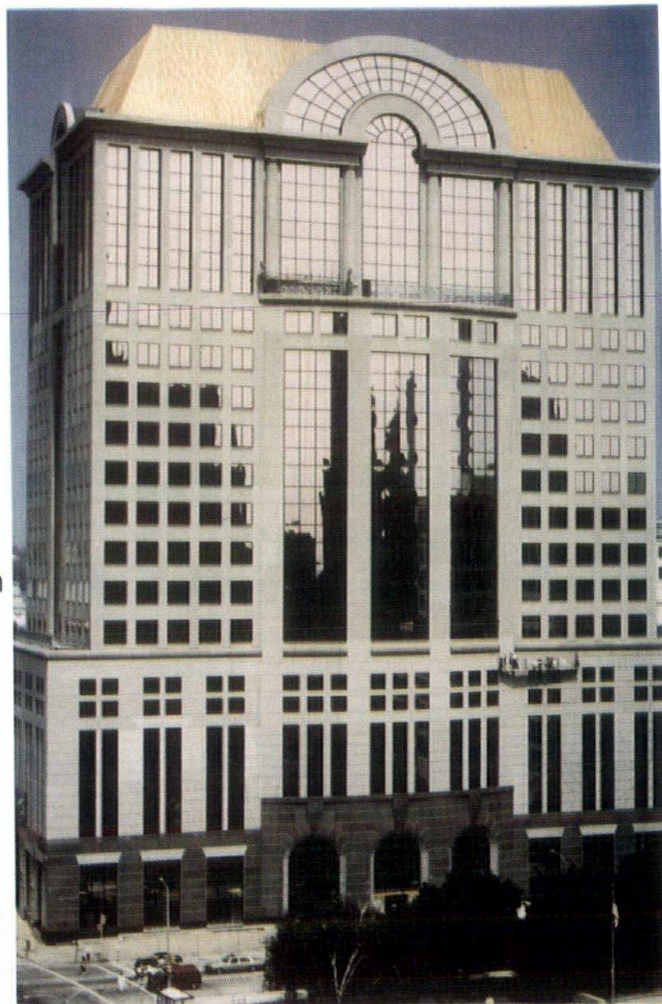
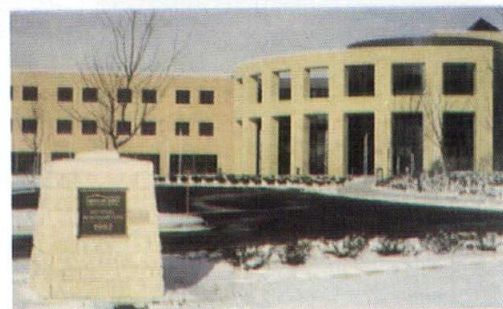
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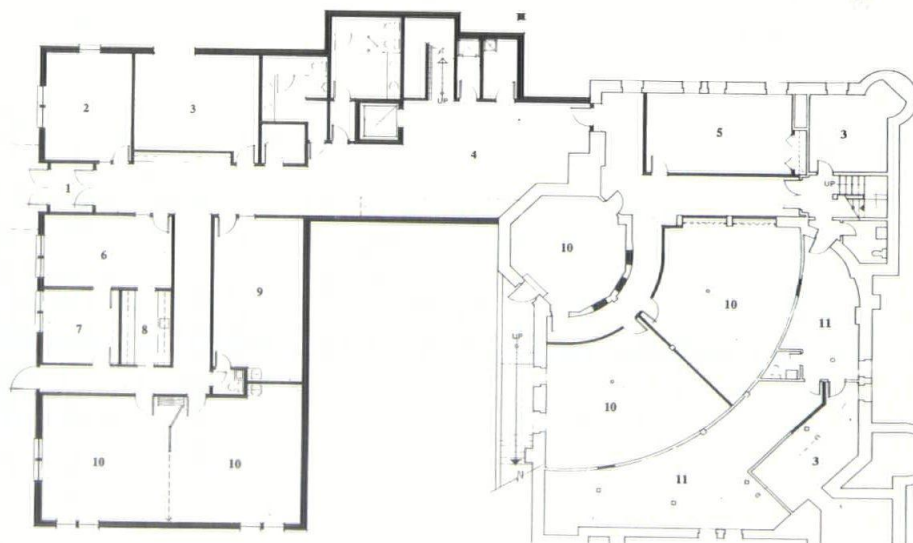
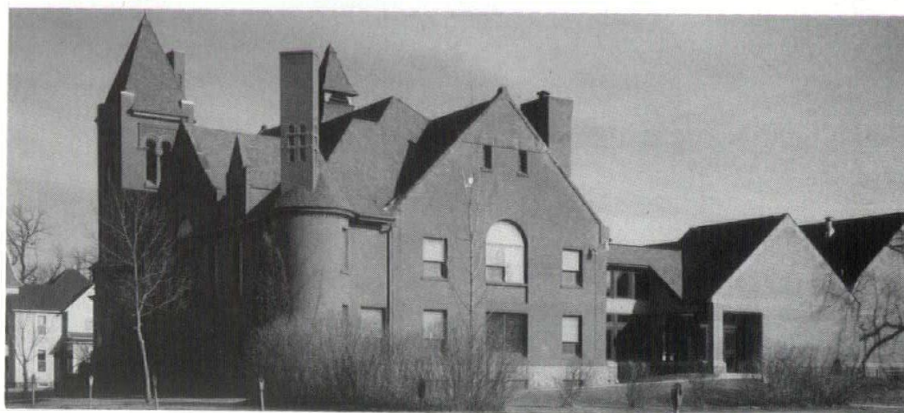
<i>Project</i>	First Congregational Church Addition
<i>Location</i>	Menomonie, Wisconsin
<i>Architect</i>	Schute-Larson Architects, Inc.
<i>General Contractor</i>	Market & Johnson

The unusual challenge was to make an 1892 historic church serve successfully in the 1990s and beyond. The congregation wished to build an addition that would be accessible to but not compete with the historic three-story church.

A southern slope on existing site enabled a new upper level dining and fellowship hall to connect with existing sanctuary without disturbing natural light, particularly light from the rose window on the south sanctuary wall. Lower level of addition has a grade entrance connecting church offices and classrooms to a daily use parking area.

Connecting link between old and new is the landscape court which provides a visual transition and leads to entrances from street as well as parking area to the new elevator, making all levels of the old church accessible to wheelchairs. The second connecting link is use of simple gables, red brick and colored precast concrete to blend with existing church forms and detailing.

Photography: Roger Grant



<i>Project</i>	Mount Olive Lutheran Church
<i>Location</i>	Madison, Wisconsin
<i>Architect</i>	Potter Design Group, Inc.
<i>General Contractor</i>	Roberts Construction Associates, Inc.

This church began as a simple chapel in the 1940s and has grown during each following decade. The major design themes included developing an entrance away from a busy city street, an education wing and an office suite. The linear addition serves dually as an organizational element and enclosure for the lower level fellowship courtyard and first floor gathering area. The facility is served by an elevator adjacent to the new entrance.

Brick, stone and steel are combined to clad the building and to reflect the progressive direction of the church as well as an aesthetic link to the original building.

A protected canopy provides congregants a grade level access from the expanded parking area and drop-off lane.

Photography: Dale Hall



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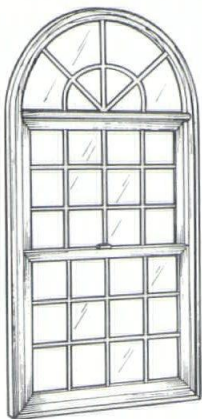
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Historical Restoration Capabilities

WAF Annual Report

In the fiscal year ended June 30, 1994, the Wisconsin Architects Foundation (WAF) received income from all sources totaling \$33,689. Total expenditures for scholarships, grants, public outreach, membership and administration amounted to \$22,762. The resulting net income of \$10,927 was added to the WAF endowment, increasing the endowment to \$266,827 as of June 30, 1994.

The WAF received a total of \$18,572 in contributions, including \$15,997 in regular contributions, \$1,370 in "Campaign 300" gifts and \$1,205 in memorial contributions. Investment and rental income accounted for the balance of WAF revenue.

The WAF awarded \$13,286 in scholarships and educational grants in 1993-94. These WAF funds supported tuition scholarships, student chapter programs and memorial scholarships awarded to UWM SARUP students in memory of architect Elmer Johnson and construction industry leader Richard Hunzinger.

The accompanying list recognizes WAF contributors in 1993-94. The strong and consistent support from the architectural profession and allied construction industry and business leaders enables the WAF to build a better Wisconsin through architectural education.

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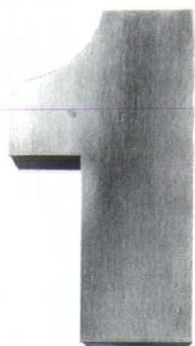
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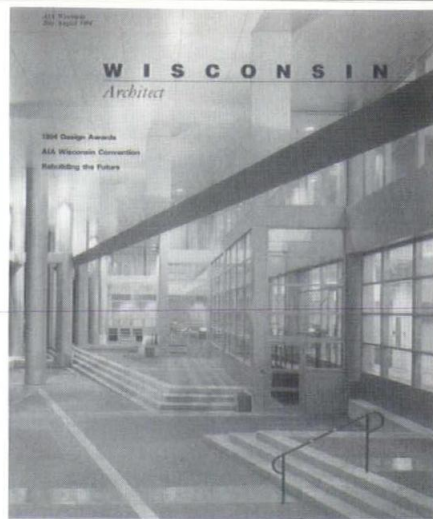
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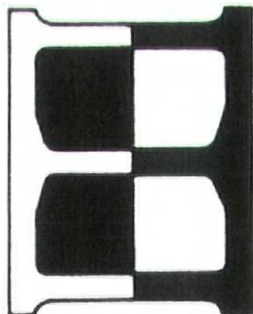
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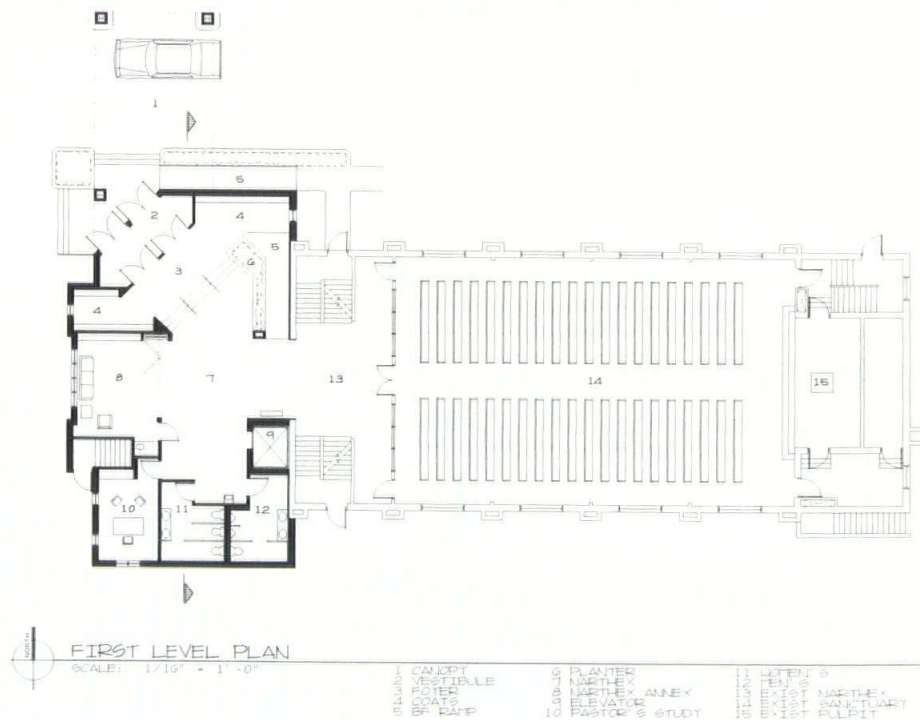
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<i>Project</i>	Christian Reformed Church Addition
<i>Location</i>	Delavan, Wisconsin
<i>Architect</i>	Angus-Young Associates
<i>General Contractor</i>	Montsma Builders

A more spacious and pronounced entrance and narthex was required for this older church, as well as nursery, classrooms, exterior canopy and barrier-free access to sanctuary, fellowship hall and toilets.

The cul-de-sac drive in front of the church left limited space for a new addition. Original appearance and stained glass windows on the side walls were to be left intact. To contend with the original roofline, the addition was planned using two smaller identical gables tying in with original roof pitch.

The entrance was designed to create a three-tiered sense of arrival. The low ceiling of the vestibule is accented by a long brick planter at the final level, the narthex area. This is the meeting place for members of the congregation and provides an elegant introduction to the final destination, the high-ceilinged sanctuary.



Photography: Don Kerkhof

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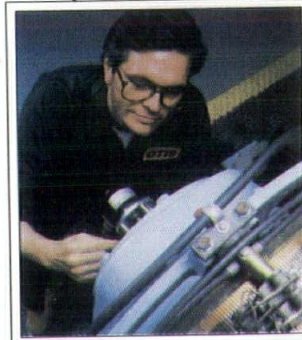
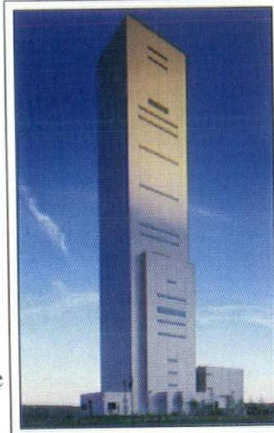
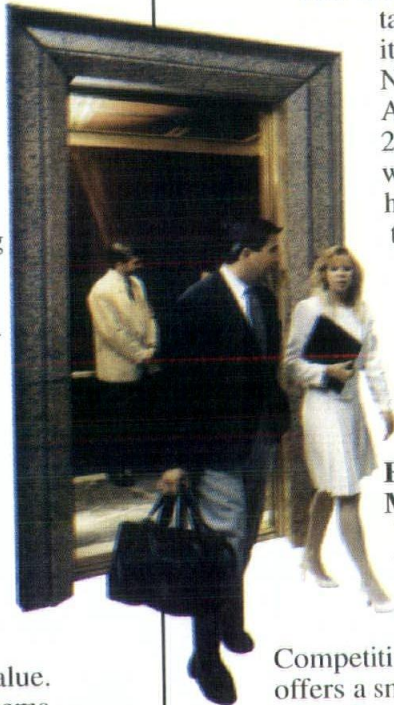
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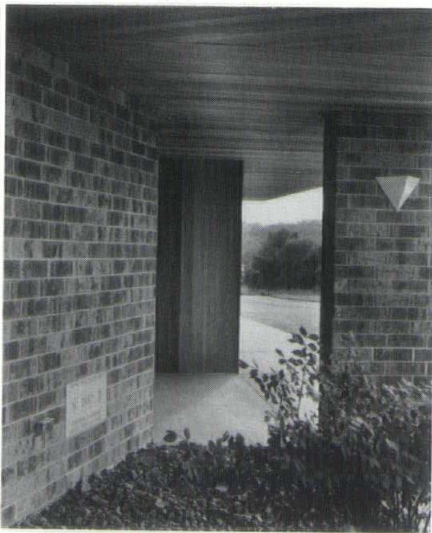
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<i>Project</i>	Church Conference Center
<i>Location</i>	DeForest, Wisconsin
<i>Architect</i>	William Wenzler and Associates Architects, Inc.
<i>General Contractor</i>	Stevens Construction Corporation

In designing a conference center for the Wisconsin Conference of the United Church of Christ that communicates the faith of the Christian Church, the architect was asked to integrate the natural beauty of the site. The building sits on a bit of rolling, open terrain surrounded by agricultural fields.

Simple materials—wood trusses and brick—provide a building with protective roof spread out upon the prairie with two elongated asymmetrical wings. The large windows remind those within of the natural beauty surrounding them and the creativeness of God. Ordinary corridors are abandoned in this plan and substituted by open skylit spaces varying in width to form circulation areas that are friendly and invite interaction. The lighting design is intended to suggest light revealed by the Holy Spirit which permeates the interior spaces.

Photography: Tony Casper





(Eric Oxendorf)

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EXTERIORS

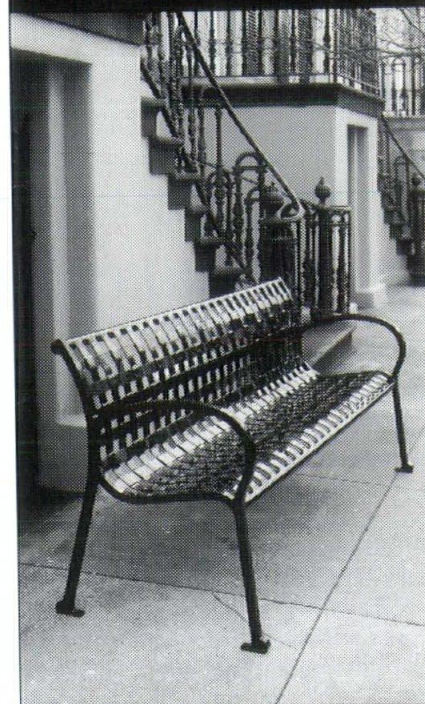
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<i>Project</i>	St. Paul's Catholic Church
<i>Location</i>	Plainfield, Wisconsin
<i>Architect</i>	Short Elliott Hendrickson, Inc.
<i>General Contractor</i>	Oscar J. Boldt Construction Company

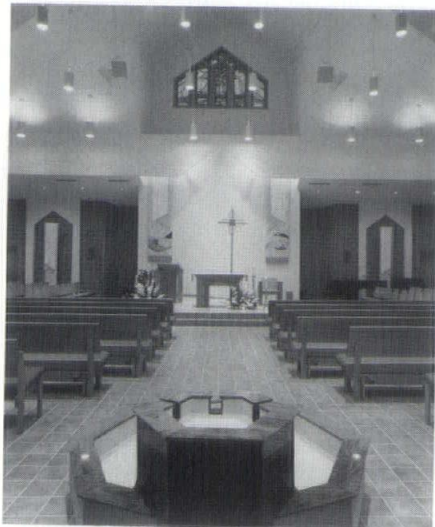
The original cornerstone for St. Paul's Catholic Community reads 27 July 1898. The new cornerstone, in addition to an inscription from Paul's letter to the Ephesians, reads 1993. This exemplifies the attitude of this small central Wisconsin congregation to build a structure for the next 100 years. To maintain the continuity of their faith history, both cornerstones were incorporated into the design of the new facility. In addition, the existing bell was placed atop the new bell tower and is rung by the traditional rope-pulling method.

To provide overflow worshippers with a sense of "connectedness" with the main worship body, a glass wall extending the entire width of the Narthex and rising to a height of 37 feet is all that separates the two spaces once the five pairs of doors into the nave are opened. Besides providing a space for gathering before or after worship, this narthex space also serves as overflow for the fellowship wing.

As requested by the community, the new church needed to look and feel like a "country church." Steeply pitched roofs with dormers into the nave were combined with a white exterior, divided light windows and a bell tower near the entrance to create a sense of "country."



Photography: Eric Oxendorf



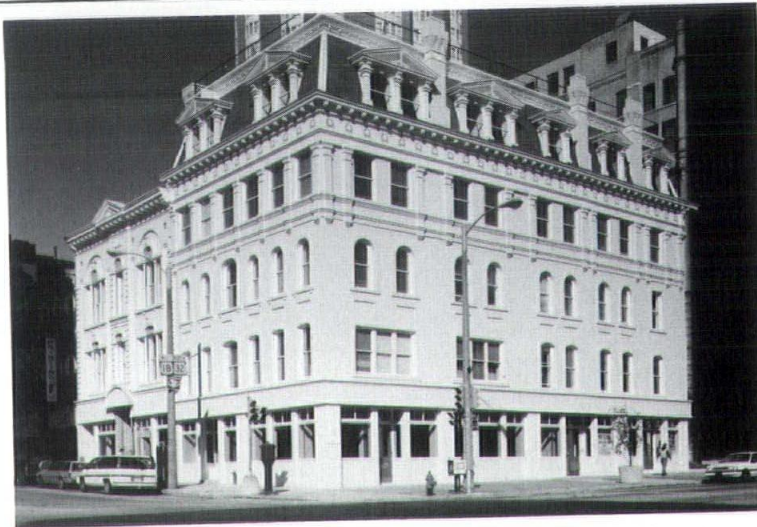
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AIA Advertising Campaign

ELEVATION is the P.R. idea exchange for the self-advancement of the architect in society.

ELEVATION is similar to the "Neat Files" you see in Architecture magazine, except the information exchange in Wisconsin Architect is about client relationships, not technical details. Architects, managers, interns, administrative staff, principals and anyone else concerned with the stature of the architectural profession are encouraged to contribute ideas and practical suggestions for publication.

Send your submission to:

Wisconsin Architect
321 South Hamilton Street
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The AIA is launching a national advertising campaign in January that drives home the value of AIA member architects to business, government and residential clients.

"A primary goal of the campaign is to prove that good design goes to the client's bottom line, whether the client is looking for a residence or a corporate headquarters," said Charles Hamlin, vice president of public affairs at the AIA. He also stressed that, given the diversity of AIA architect firm size and service offerings, the campaign will stress the distinctive value all architects provide.

"We've done our homework," Hamlin said, "with client focus groups held nationwide responding to potential benefit messages. When AIA members see the ads, we want everyone—sole practitioners and larger firms alike—to say, 'Yes, that's what I as a professional deliver.'"

Beginning in January 1995, AIA will place advertisements in leading business and consumer publications. In addition, the ad campaign with

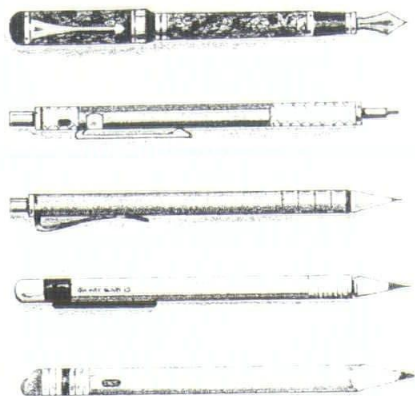
include local component tie-in opportunities. The ads will include a toll-free 800 telephone number to call for more information. These inquiries also will be shared with the appropriate local AIA Chapters.

The current campaign is expected to run three to five years and will eventually extend to top trade publications with growth markets for architects, such as health-care industries and the government.

The focus groups identified the most credible characteristics clients consider to be unique to architects and that motivate them to hire architects. Chief among the traits is creativity that results in bottom line benefits to the client. This research provides up-to-the-minute insight into what owners and prospective owners believe about architects, what they think architects should be providing but aren't, and what they are willing to consider in the way of expanded services.

A 25-minute videotape summarizing the focus-group findings has been produced and distributed to AIA Chapters. Members can benefit from the market lessons brought out in the video. (Call the AIA Wisconsin office to check it out.)

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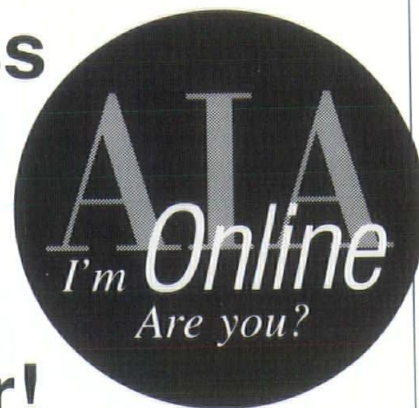
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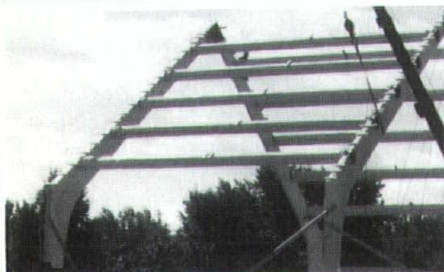
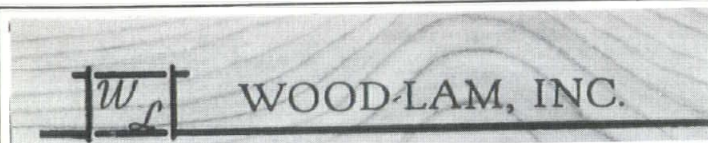
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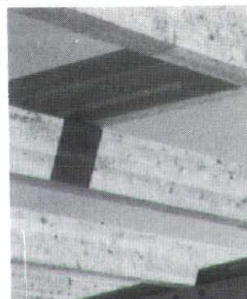
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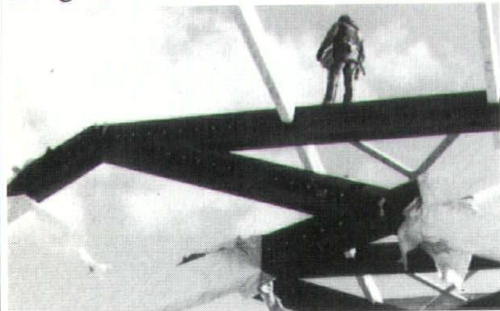
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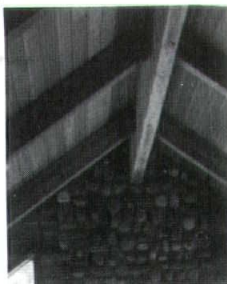
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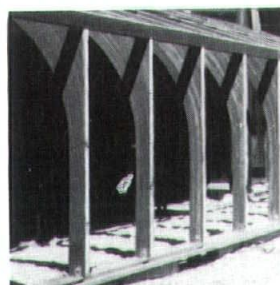
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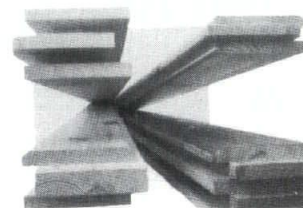
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Warning to Architects

*Help your clients get the historic preservation tax credits
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I have been concerned that too many owners rehabilitating historic buildings are, unnecessarily, not able to get the historic preservation income-tax credits. Why? Because they do not get their plans approved by the State Historical Society before they start work, or because they do not follow plans after they have been approved.

Individual building owners have lost tens of thousands of dollars in tax credits, just because they did not follow these simple rules—get plans approved in advance, and then follow the plans. Architects can help their clients follow the rules and, therefore, claim the credits.

There are two historic preservation tax credits available in Wisconsin. Owners of income-producing historic buildings can access 20% federal tax credits for approved rehabilitations. If plans are approved before work commences, they can add to this 5% state credits, for a total of 25% in tax credits. Eligible projects brought in for approval after the fact at best cannot claim the state 5% credit. Plans are approved by the State Historical Society only if they meet the Secretary of the Interior's standards for rehabilitation of historic buildings.

Owner-occupants of historic houses can access 25% state tax credits for eligible rehabilitation work, but only if plans are approved by the State Historical Society before work begins. Projects otherwise eligible, but brought in after the fact, are not eligible for any credits.

The historic preservation tax credits are one of the best real-estate investment opportunities in America today. Not only that, they help us preserve the character and quality of Wisconsin and her communities—and that helps us all be proud of our state and its heritage. They only work, however, when the rules accompanying them are followed. The rules are straightforward. Key among them are getting plans approved before work begins, and then following the plans.

For further information on the generalities and details of the historic preservation tax credits, call the Division of Historic Preservation, State Historical Society, at (608) 264-6500.

EDITOR: The author is the State Historic Preservation Officer with the State Historical Society of Architects.

Executive Committee

At its meeting in September, the Board of Directors unanimously approved the nominations of Horst W. Lobe, AIA, Madison, as *Vice President/President-Elect* and A. James Gersich, AIA, Madison, as *Secretary/Treasurer* of AIA Wisconsin for 1995.

Lobe and Gersich will join Kevin J. Connolly, AIA, Milwaukee, and Lisa L. Kennedy, AIA, Whitefish Bay, on the 1995 AIA Wisconsin Executive Committee. Connolly will serve as *President* of AIA Wisconsin and Kennedy as the immediate *Past President* of the state society in 1995.

Lobe is an architect with the Department of Planning and Construction, University of Wisconsin-Madison. He currently is the *Secretary/Treasurer* of AIA Wisconsin, having served previously as a *Director-At-Large* and as *President* of AIA Southwest Wisconsin.

Gersich is a senior vice president of Flad & Associates, Madison. He currently serves on the AIA Wisconsin Board of Directors as *President* of AIA Southwest Wisconsin. He also represents the Southwest Chapter on the Continuing Education Committee and chaired the Young Practitioners Forum.

1994-95 WAF Officers

The Board of Directors of the Wisconsin Architects Foundation (WAF) elected the following slate of officers for 1994-95 at its meeting in September: H. James Gabriel, AIA, Sheboygan, *President*; Brian F. Larson, AIA, Eau Claire, *Vice President*; and Richard J. Griese, AIA, DePere, *Secretary/Treasurer*.

The WAF also extended its sincere thanks and appreciation to Gary V. Zimmerman, AIA, Hartland, and

Robert D. Cooper, AIA, Greenfield, for their years of effective leadership while serving as WAF *President* and *Vice President*, respectively.

The WAF Board of Directors approved a budget for the 1994-95 fiscal year containing total expenditures of \$20,000, including \$12,995 in student scholarships. The budget anticipates \$11,000 in WAF contributions from Wisconsin architects and allied design and construction industry leaders.

The WAF Annual Report for fiscal 1993-94 is featured elsewhere in this issue of *Wisconsin Architect*. It includes a listing of the architects and allied professionals who contributed to the WAF during the past year. The WAF Board encourages you to contribute generously to the WAF this year. Contributions are tax deductible to the full extent allowed by law. Please make your check payable to "Wisconsin Architects Foundation" and mail to: WAF, 321 S. Hamilton St., Madison, WI 53703.

Your financial support in 1994-95 will help the WAF continue to build a better Wisconsin through architectural education.

Continuing Education

In the previous issue of *Wisconsin Architect*, answers were provided for frequently asked questions about the new AIA Continuing Education System (AIA/CES). Several of the answers were based on the results of a two-year pilot program and the initial recommendations of the AIA Lifelong Learning Committee.

At its September meeting, the national AIA Board of Directors approved recommendations for AIA/CES developed by the Lifelong Learning Committee. The following

provides some basic information on AIA/CES.

Q: What's required for AIA members?

A: Beginning January 1, 1995, AIA members will need to accrue "learning units" (LUs) in order to renew their AIA membership. Initially, members will need to earn 36 LUs by October 1997 to renew their AIA membership for 1998. Members need to accrue 36 LUs each year thereafter to remain eligible for AIA membership. A member can acquire 36 LUs in from 12 to 36 hours, depending on the quality level of programs or self-designed learning activities he/she reports. To help put things in perspective, volunteers participating in the pilot program reported an average 52 LUs per year.

Q: What's this about "learning units" and "quality levels"?

A: AIA members may undertake self-designed learning activities with a professional purpose in order to earn credits which are defined by AIA/CES as learning units or LUs. These learning activities may include participating in seminars, workshops or other programs offered by others (e.g. AIA Wisconsin, UWM SARUP, commercial providers, manufacturers, etc.) or developing your own research/educational project. The number of LUs is based on the quality level of the learning experience, i.e. the higher the quality level, the more LUs earned per hour of the program.

Q: What are the AIA/CES quality levels?

A: AIA/CES has established three quality levels. For programs offered by AIA Wisconsin and other providers registered with AIA/CES, the quality level of the sponsored programs will be determined for you based on established criteria:

- **Quality Level 1—Passive learning** (e.g. listen to tapes or lecture). Programs must have clearly stated learning objectives that address a professional purpose. They must also have appropriate learning resources, such as presenters with in-depth knowledge of stated objectives. You earn 1 LU for each hour of involvement.
- **Quality Level 2—Interactive learning.** Some of the learning objectives must be based upon the perceived needs of the members participating in the program. Program must also give members opportunities to be actively involved in the learning process. You earn 2 LUs for each hour of involvement.
- **Quality Level 3—Interactive learning with feedback.** In addition to meeting the criteria for the first two quality levels, program must also provide participants with some form of systematic feedback on their learning progress relative to the program's objectives. You earn 3 LUs for each hour of involvement.

For example, the 1994 AIA Wisconsin Convention included a combination of Quality Level 1 and 2 programs. Members earned up to 18 LUs by participating in this two-day program. The 1994 Fall Workshop was a Quality Level 3 program, enabling members to earn 15 LUs for five hours.

Q: *Do the AIA/CES requirements mean I'll have to spend a lot of additional time and money attending professional development seminars?*

A: Not at all. As the pilot study demonstrated, most AIA members already are participating in more than enough continuing education activities to meet the minimum AIA/CES requirements for membership. It's possible to earn sufficient LUs from participating in your own self-designed learning activities. AIA members are consistently having to learn new things with each new type of project undertaken. These self-directed learning experiences qualify for LUs, but must be reported to the AIA on a simple "Self Report Form." For a copy of this form, contact the AIA Wisconsin office or fax your request to (202) 626-7425.

Q: *What do AIA members want to learn more about?*

A: As part of the pilot AIA/CES program, 2,000 randomly selected AIA members were asked to assess their learning needs. Regardless of firm size or years of experience, these AIA members consistently identified the following top 10 issues for further continuing education (in descending order): computers and CAD, marketing and presentation skills, risk management, project delivery alternatives, interior environmental issues, cost analysis, negotiation, energy efficiency, fee structure and seismic construction.

Q: *What about the recordkeeping?*

A: The AIA will maintain AIA/CES records. Registered AIA/CES providers like AIA Wisconsin will submit a record of members attending sponsored educational programs. Members can send in their own records of participation in other

programs on the one-page Self Report Form. AIA members will receive a transcript of their learning experiences and accumulated LUs with their annual dues invoice. Members also may request a copy of their AIA/CES transcript during the year for a small fee.

Q: *What is the purpose of AIA/CES?*

A: The purposes of the continuing education requirement are to make AIA membership more meaningful, to enhance the public image of AIA and its members and to improve the quality and availability of learning activities. The AIA/CES program is a unique approach to continuing education in which members have great flexibility in choice of topics and methods of learning. As an AIA member, you are demonstrating your commitment to lifelong learning and to staying abreast of changes affecting the profession.

AIA Wisconsin has established a Continuing Education Committee to research and make recommendations to the Board of Directors and Chapter officers regarding continuing education programs and policies to meet members' needs and expectations. The committee is chaired by E. Mitchell Spencer, AIA, Eau Claire. Other members are: Jim Fryk, AIA, Waukesha; Jim Gersich, AIA, Madison; Mark Keating, AIA, Neenah; and Robert Greenstreet, Dean, UWM School of Architecture and Urban Planning. A goal of the committee is to regularly identify and publicize continuing education programs available to AIA Wisconsin members. If you have any questions, comments or suggestions about the AIA/CES program in Wisconsin, please contact a member of the Continuing Education Committee.

Yellow Pages

The AIA Wisconsin office regularly files complaints with the Department of Regulation and Licensing (DRL) against uncredentialed individuals and companies that advertise as "Architects" in the Yellow Pages of local telephone directories. Recently, AIA Wisconsin received the following letter from Patricia H. Reuter, director of the Bureau of Business and Design Professions at DRL:

"I want to take this opportunity to thank you on behalf of the the Examining Board of Architects, Landscape Architects, Professional Engineers, Professional Geologists, Designers and Land Surveyors, Architects Section for your recent referral regarding the listing of Sysco Foods in the "Architect" section of the Yellow Pages. Enclosed you will find the action the Board took in this situation. In addition to the listed action, the Board requested that the Bureau address a letter of concern to the various Yellow Page companies emphasizing the rules and regulations specific to this situation.

"Recently we have also received and responded to a questionnaire from NCARB addressing this issue. It appears to be a national problem and the Board decided to support and encourage a national effort to deal with this issue. Until this effort comes to fruition, we encourage you and others to continue to bring specific instances to the Board and the Division of Enforcement's attention so they can be dealt with on an individual basis."

The applicable Wisconsin statutory provisions governing the unlicensed practice of architecture are contained in § 433.02(3) and § 443.08(5) as follows:

433.02(3) No person may offer to practice architecture or professional engineering or use in connection with the person's name or otherwise assume, use or advertise any title or description tending to convey the impression that he or she is an architect or professional engineer or advertise to furnish architectural or professional engineering services unless the person has been duly registered or has in effect a permit under § 443.10(1)(d).

443.08(5) No firm, partnership or corporation may engage in the practice or offer to practice architecture, professional engineering or designing in this state, or use in connection with its name or otherwise assume, use or advertise any title or description tending to convey the impression that it is engaged in the practice of architecture, professional engineering or designing, nor may it advertise or offer to furnish an architectural, professional engineering or designing service, unless the firm, partnership or corporation has complied with this chapter.

If you are aware of unlicensed individuals and companies advertising or otherwise holding themselves out to the public as being able to provide architectural services, you are encouraged to bring it to the attention of: Division of Enforcement, Wisconsin Department of Regulation and Licensing, P.O. Box 8935, Madison, WI 53708; (608) 267-8922.

State Awards

Governor Tommy Thompson presented six awards recognizing excellence in the design and construction of state facilities at the October meeting of the State Building Commission.

Three AIA member-owned firms were recognized as part of this year's State Awards program coordinated by the Division of Facilities Development:

- *the Zimmerman Design Group*, Milwaukee, for excellence in Architectural Design (New Construction) for the School of Business on the UW-Madison campus.
- *Berners-Schober Associates*, Green Bay, for excellence in Architectural Design (Addition/Remodel) for the Student Union Addition/Remodeling project at UW-Green Bay.
- *Smith Miller Architects*, Chippewa Falls, for excellence in Architectural Technology for the Fryklund Hall Remodeling project at UW-Stout.

Distinguished Service

At its September meeting, the AIA Wisconsin Board of Directors voted unanimously to award John G. Peine, AIA, Wauwatosa, a *Citation for Distinguished Service* to the profession of architecture.

The award was presented to Peine in recognition of his significant contributions as chairperson of the AIA Southeast Wisconsin's annual Summerfest/Lego program and unparalleled dedication to increasing the public's awareness and appreciation of architects and architecture.

People & Places

Robert L. Yarbrow, AIA, Wild Rose, has been approved for Emeritus membership. Congratulations! (For information on the criteria for Emeritus membership in AIA, please contact Karen Linley at the AIA Wisconsin office.)

The September 1994 issue of the AIA *Memo* is memorable for several reasons. One reason is that it was the last edition of this newsletter. (It has been replaced by *AIArchitect*.) Another reason is that it includes a photograph (on page 15) of AIA Wisconsin member and AIA Regional Director **James W. Miller, AIA**, Madison, in front of the Cardinal Cafe in Veedersburg, Indiana. Jim was a member of Team AIA, which bicycled across the country to raise scholarship funds for the American Architectural Foundation.

Brian F. Larson, AIA, Eau Claire, has been appointed chair of the Building Design Grading Coordinators by NCARB. Grading Coordinators supervise the grading of the Architect Registration Examination for candidates seeking an architectural license. Larson was first appointed by NCARB as a Grading Coordinator in 1991 and has worked actively to establish the criteria for grading the ARE.

Arlan Kay, AIA, reports that Architecture Network, Inc., has relocated to 116 East Dayton Street, Madison, WI 53703; phone (608) 251-7515; fax (608) 251-7566.

Plunkett Raysich Architects, Milwaukee, is pleased to announce that **Mark C. Herr, AIA**, Delafield, has been promoted to Vice President—Corporate/Commercial Division and that **Stephen D. Holzhauer, AIA**, Milwaukee, has been named a Project Manager with the firm.

Tom W. Meiklejohn III, AIA, Fond du Lac, has announced the establishment of his own firm: Tom W. Meiklejohn III, AIA, Architect, 64 E. Arndt St., Fond du Lac, WI 54935; (414) 923-3163

Jay A. Knetter, AIA, Brookfield, has joined Hunzinger Construction Company as a project manager.

Timothy Hansmann, Assoc. AIA, Milwaukee, has joined Kubala Washatko Architects, Inc., Cedarburg.

Seymour Davis Seymour has announced that it has changed its name to SDS Architects, Inc., to reflect the growth of the firm's architectural practice. You can contact SDS Architects at 205 N. Dewey St., Eau Claire, WI 54703-3537; (715) 832-1605 and 300 Third St., PO Box 6188, Wausau, WI 54402-6188; (715) 848-3111.

The Milwaukee office of Barrientos & Associates, Inc., has relocated to 5323 North 118th Court, Milwaukee, WI 53225.

Phillip J. Twohig, AIA, is pleased to announce that Peterson-Twohig & Due, Inc. Fond du Lac, has formed a strategic alliance with Gremmer-Ohm, Architects-Engineers, Plover. The new firm is Gremmer Ohm Twohig & Due, a limited liability company.

Frank Lloyd Wright's Taliesin in Spring Green has been named one of "America's 11 Most Endangered Historic Places" in 1994 by the National Trust for Historic Preservation.

Membership Action

Please welcome the following members to AIA Wisconsin.

AIA

Dean W. Proctor, SW
Allan F. Becker, NE

Associate

Melissa Destree, SW
Jeffrey Laher, SW

Professional Affiliate

Anthony Enea, SE
Christopher Satterlund, NW

Student Affiliate

Jamie Anderson, NW
Shawonna Budzinski, NW
Traci Clark, NW
Troy Croes, NW
Roberta Dahl, NW
John DeWall, NW
Lcille Gosnell, NW
Darria Gunther, NW
Matt Halseth, NW
Troy Jacoby, NW
Kevin Jansen, NW
Nathan Jaspersen, NW
Kevin Johnson, NW
Roy Johnson, NW
Jason Kahl, NW
Jeffrey Kellen, NW
Karen Lokken, NW
Josh Moe, NW
Erin Murray, NW
Scott Nyht, NW
Jeffrey Pizzi, NW
Dustin Rassbach, NW
Nancy Roberts, NW
Jesse Shott, NW
Robert Skrobot, NW
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Luke Stanek, NW
Craig Tomesh, NW
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Contractors no longer have to rely solely on custom round tops for their building and remodeling projects.

Marvin Windows & Doors has expanded its round top product line to include more than 650 standard sizes, offering one to match virtually all standard sized windows and window configurations.

Marvin's round top products include arches, full rounds, half rounds, quarter rounds and ovals. The cost savings that result from using standard sizes helps to stretch the building dollar. With the wide selections, contractors are finding it just as easy to match the existing style of the home as it is to do a complete makeover with all new round top shapes. In addition to standard round top sizes, Marvin offers standard options, including the most popular divided light patterns, low-maintenance exterior cladding and radius trim casing or plinth blocks in oak or pine.

To receive a free, full-size, 4/Color brochure on Marvin's round top line, or for more information on any Marvin product, write Marvin Windows & Doors, PO Box 100, Warroad, MN 56763 or call 1-800-346-5128.

Solid brass material and a variety of sizes and lamping options make **Manning Lighting's** pendant an attractive choice for today's interiors. Instead of brass plating, Manning uses high-quality solid brass for a more natural, elegant look.

The shallow acrylic bowl fixture is available in a variety of heights and sizes from 22" to 42" in diameter. Manning also offers polished chrome, painted opaque or metallic finish. Lamping options include incandescent, fluorescent or metal halide.

The Terra-Paving Division of **Wausau Tile** has announced the addition of precision water-jet capability to its terrazzo tile product line.

The Jet Edge water-jet system gives Wausau Tile the ability to create custom designs with quality edges and perfect registration from tile to tile. Pure water is pressurized through a small sapphire orifice to achieve a jet velocity of Mach 3, enabling superior edge quality on materials up to 5" thick.

Wausau Tile provides full service CAD/CAM to assist in the creation of custom terrazzo tile floor designs.

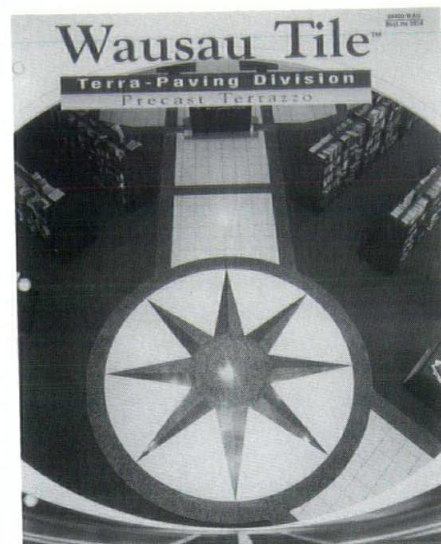
For more information, contact the Terra-Paving Division of Wausau

The unique Hyde Park bench from **Landscape Forms** lends polish to any space where a more intimate setting is desired. Just as importantly, each bench is designed and engineered for heavy use.

The back and arms are solid metal rod and the supporting legs are formed of tubular metal. The seat may be specified in redwood and jarrah for exterior applications; jarrah, red oak

The pendant is part of Manning's Designer Collection, which offers interior designers and architects an extensive array of distinctive, functional lighting.

For more than four decades, Manning Lighting has been a leading manufacturer of high quality lighting for public buildings worldwide. Custom capabilities along with a complete line of ADA-compliant lighting are available. For more information and a free catalog, write Manning Lighting, PO Box 1063, Sheboygan, WI 53082.



Tile, Inc., PO Box 1520, Wausau, WI 54402-1520. Phone: (800) 388-8728 or Fax: (715) 355-4627.

or maple for interior applications or as metal rod to match the back arms. Benches may be specified in 59" or 75" lengths.

The metal parts are finished with Landscape Forms' exclusive Pangard II powdercoat system. Pangard II is a hard, yet flexible, finishing process that resists rusting, chipping, peeling and fading. Hyde Park benches are also offered in a selection of standard colors; optional colors may be specified.

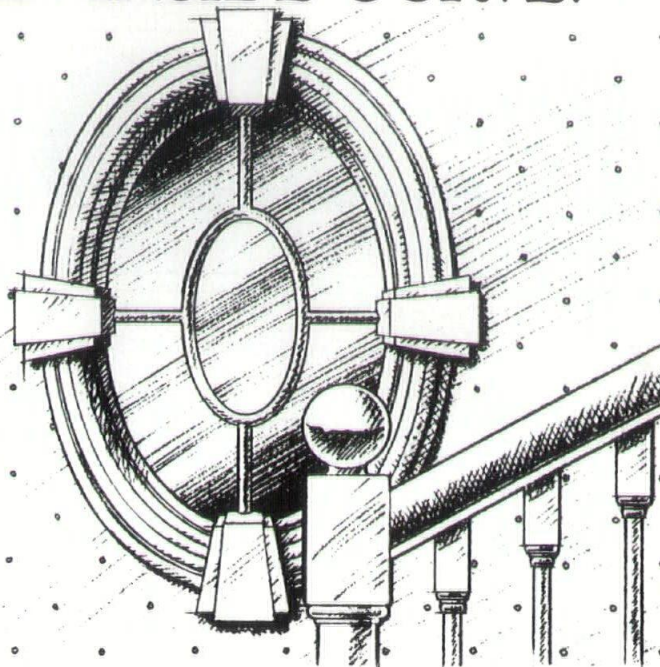
Landscape Forms, Inc., is a leading manufacturer of commercial furniture for exterior use. For more information, contact Janis Etzcorn at 1-800-521-2546 or write to Landscape Forms, Inc., 431 Lawndale Avenue, Kalamazoo, MI 49001. Fax (616) 381-3455.

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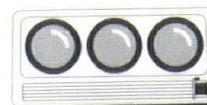
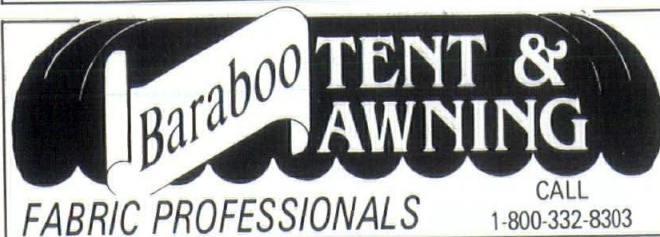
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